

Copyright © 2003 by Schmidt Printing, Inc.



Main Plant and Sales Office | 1101 Frontage Road NW | Byron, MN 55920-1386

ph 507.775.6400 fax 507.775.6655

www.schmidt.com



guide

www.schmidt.com



version 3.0



The PTO did not receive the following
listed item(s) _____

table of contents

A getting started

- Minimum Hardware and Software Requirements
- Log-in to Your Customized Site
- Your User Name and Password
- Main Menu Features

B templating

- Templating Basics
- File Requirements for Templating

C request quote

- Request a Quote On-line

D create order

- Create a New Order
- Edit a Draft Order
- View an Order

E check order status

- Check Order Status

F review order history

- Review Order History

G template and image library

- Template Library Features
- Image Library Features

H file upload

- Uploading Files
- File Recommendations

I tips & FAQs

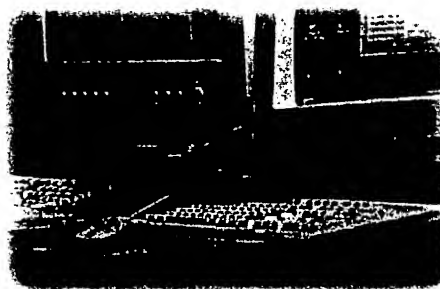
- Tips for Greater Efficiency
- Frequently Asked Questions

J pre-plan

- Create a Pre-Plan

A

getting started



Minimum Hardware and
Software Requirements A1 - A2

- For the PC A1
- For the Mac A2

Log-in to Your
Customized Site A3 - A4

Your User Name and Password A4

Main Menu Features A5 - A6



getting started

technical support 507.775.7506

Minimum Hardware and Software Requirements for the PC

One of the following Operating Systems

- Windows 2000 or higher
- Windows NT 4.0 with service pack 6a or higher
- Windows 98 version 4.10.1998 or higher
- Windows 98 Second Edition 4.10.2222 A

Pentium 200 MHz or higher

Java Virtual Machine (VM)
(Extension to operating system)

**Microsoft Internet
Explorer 5.5 or higher**


**Acrobat Reader
5.0 or higher**

128 MB RAM or higher

To Download Internet Explorer:

1. Go to <http://www.microsoft.com/downloads>
2. Select the most current version* of **Internet Explorer** from the Downloads Menu.
*Version may be higher than 5.5.
3. Follow instructions provided by Microsoft to download the software.

To Download Acrobat Reader:

1. Go to <http://www.adobe.com>.
2. Locate and select  **Acrobat Reader**
3. Follow instructions provided by Adobe to download the software.
*Version may be higher than 5.0.

getting started

technical support 507.775.7506


Minimum Hardware and Software Requirements for the Mac

- OS 9 or higher
- G3 Series or higher
- 128 MB RAM or higher
- Microsoft Internet Explorer 5.1 or higher
- Acrobat Reader 5.0 or higher

To Download Internet Explorer:

1. Go to <http://www.microsoft.com/mac>
2. Select downloads from the menu on the left.
3. Then select **Internet Explorer**.
4. Choose the version* according to the operating system that is on your Mac.
*Version may be higher than 5.1.
5. Select English (.hqx) to download.

To Download Acrobat Reader:

1. Go to <http://www.adobe.com>.
2. Locate and select The logo for Adobe Acrobat Reader, featuring the Adobe logo (a stylized 'A' with a triangle) and the text 'Acrobat Reader' in a bold, sans-serif font.
3. Follow instructions provided by Adobe to download the software.
*Version may be higher than 5.0.

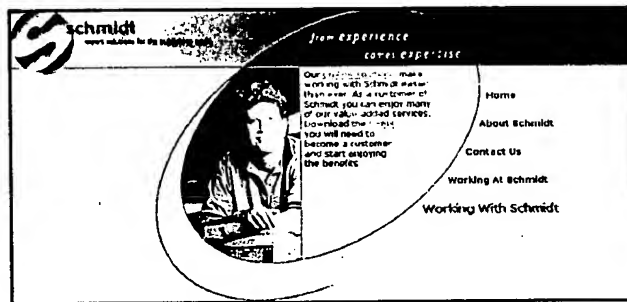
getting started

technical support 507.775.7506

Log-in to Your Customized Site

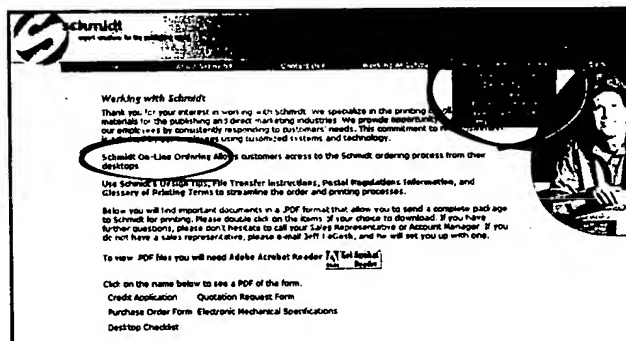
Using Internet Explorer, log into schmidt.com at <http://www.schmidt.com>.

Select **Working With Schmidt** from the menu on the right side of the home page.



Quick Link: While **Working With Schmidt** is highlighted on the main menu of the home page, select **On-line Solutions** from the text in the circle.

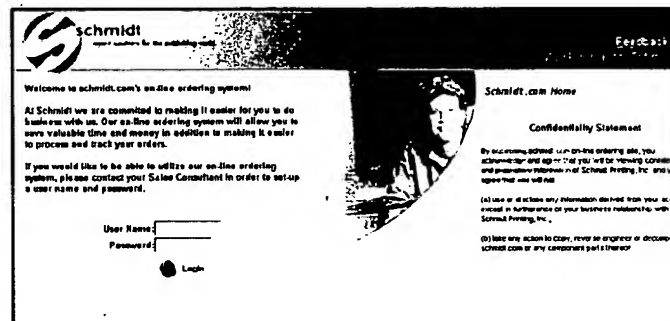
Select **Schmidt On-line Ordering** from the text or from the **Working With Schmidt** drop-down menu at the top.



getting started

technical support 507.775.7506

Enter your User Name and Password in the designated areas and click once on the **Login** button to enter your customized site.

The screenshot shows the Schmidt.com website's login interface. On the left, there is a 'Welcome to schmidt.com's online ordering system!' message. Below it, a paragraph states: 'At Schmidt we are committed to making it easier for you to do business with us. Our online ordering system will allow you to save valuable time and money in addition to making it easier to process and track your orders.' Another paragraph follows: 'If you would like to be able to utilize our on-line ordering system, please contact your Sales Consultant in order to set-up a user name and password.' Below this text are input fields for 'User Name:' and 'Password:', followed by a 'Login' button. On the right side of the page, there is a 'Schmidt.com Home' link and a 'Confidentiality Statement' section. The 'Confidentiality Statement' includes a paragraph: 'By accessing Schmidt.com's on-line ordering site, you acknowledge and agree that you will be entering confidential and proprietary information of Schmidt Printing, Inc. and its subsidiaries and affiliates.' Below this, there are two bullet points: '(a) use or disclose any information derived from your access to or use of the site for any purpose other than your business relationship with Schmidt Printing, Inc.' and '(b) use any action to copy, reuse or otherwise disseminate Schmidt.com or any component part thereof.'

*This page can be bookmarked.

For future reference write your User Name and Password below:

User Name

Must be a minimum of five characters and cannot be all numbers.

Password

Must be a minimum of four characters and cannot be all numbers.

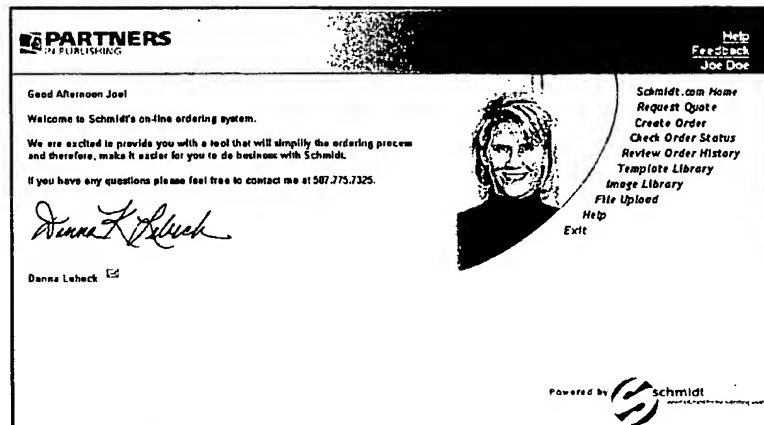
If you need a User Name and Password, contact your company's schmidt.com administrator or your Schmidt Account Manager.

getting started

technical support 507.775.7506

Main Menu Features

On-line Ordering Menu Page



The following are brief descriptions for each function listed on the main menu.

Schmidt.com Home

Returns you to Schmidt's home page.

Request Quote

Allows you to request a quote on-line.

Create Order

By selecting *Create Order* you have the ability to:

- Create a new order.
- Edit a draft order.
- View an order.
- Approve an order.
- Delete a draft order.

getting started

technical support 507.775.7506

Check Order Status

Offers you real time status of your orders throughout the production process.

Review Order History

Offers you the ability to review previous orders placed with Schmidt.

Template Library

Allows you to view all templates that are available.

Image Library

Contains all of your images (logos and covers) available for use on templates.

File Upload

Allows you to upload artwork as an attachment to your order or to upload artwork for a non-schmidt.com order.

Help

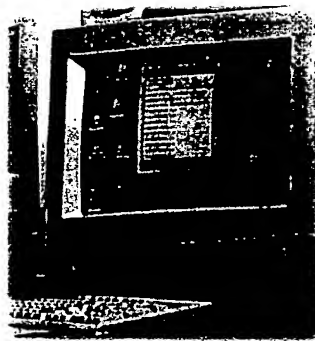
Offers the most up-to-date User's Guide in PDF format that can be viewed on-line or printed out. Select the bookmark tab for a quick link to a desired topic.

Exit

Returns you to Schmidt's home page.

B

templating



Templating Basics B1

File Requirements B2



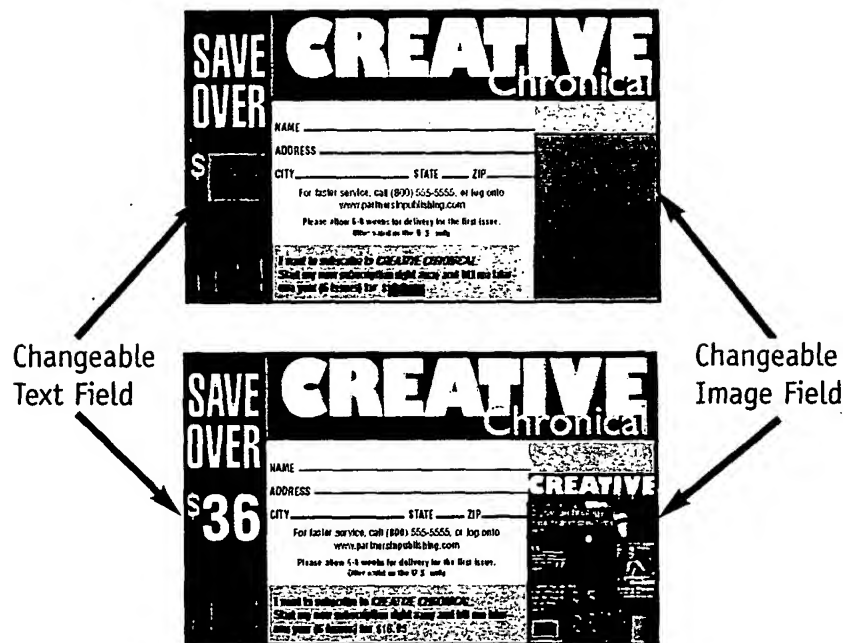
schmidt.com
your on-line solution

templating

technical support 507.775.7506

Templating Basics

Templating is the process of creating an electronic template for creatives that are used repeatedly with minor changes. Common changes are codes, dates, prices, percentages, number of issues, mouse type and magazine covers. Templates with changeable fields enable you to make your own changes on-line which eliminates alteration charges and allows you to see and approve the changes made via a PDF proof on-line.



The template above shows an example of changeable fields. The areas in orange are fields that can be customized using schmidt.com.

templating

technical support 507.775.7506

File Requirements for Templating

- Documents must be in Quark for Mac. (PC documents are accepted on a test-first basis).
- Hi-res images are needed for printing.
- Required fonts supplied.
- Text data can be changed.
- Colors, fonts and text style cannot be changed.
- Text may reflow within a given textbox based on the text entered. Text may overflow box if additional type is entered into changeable field.
- Kerning (spacing between characters) must be in a TIFF or EPS format. JPG or GIF format is not acceptable for printing.
- Leading (spacing between lines of text) must be consistent throughout a given text box.
- Images that are replaceable will be resized to fit to the image box created in Quark. This could cause a distorted view of the image if the proportions of the images are different than the image box in Quark.
- Images cannot be flipped horizontally or vertically in Quark. This should be done in the native art file, i.e. Photoshop, Illustrator, Freehand.
- Copy dot scanned jobs (DCS files) do not work. The PDF is very slow to create and the colors in the PDF are either distorted or incorrect.

C

request quote



Request a Quote On-line C1 - C6



schmidt.com
your on-line solution

technical support 507.775.7506

When you select **Request Quote** from the main menu, you move to the first page of the quote request process.

PARTNERS
IN PUBLISHING

Feedback
Joe Doe

REQUEST FOR QUOTE

Current Date: 05/25/2002

Stoppage reason: Jason Holsclaw, jholsclaw@partnerspublishing.com

Company: Partners in Publishing

Phone: 800-775-6400

Fax: _____

Contact: Joe Doe

Fax alt: jfordgoodner@att.net

Product Schedule: Due 6/20/2002

Size As of Release: _____

Delivery Date: _____

Product Type: _____

[Choose One]

Send Cancel

1. Verify the prepopulated contact information.
2. Indicate when you need the quote, the date art will arrive at Schmidt, and your project delivery date.
3. Select the product type.

- **Next** - *moves you to the next step of the quote request process.*

Cancel - *allows you to cancel your quote request or return to the On-line Ordering Main Menu.*

request quote

technical support 507.775.7506

General Information Page

PARTNERS IN PUBLISHING Feedback Joe Doe

General Information

Job Title: Creative Director November 2000

Product Name: Book

Quantity: 100,000

Number of Versions: 1

Size: ☐ 1/2 Size ☐ 1/4 Size ☐ 1/8 Size ☐ 1/16 Size

Color: ☐ Black & White ☐ Color

Finishing options: ☐ Trim ☐ Case ☐ Sewn ☐ Hardcover ☐ Paperback ☐ Spiral ☐ Gloss ☐ Matte ☐ Laminated ☐ etc.

Buttons:

4. Enter a job description. (Please be as specific as possible.)
5. When requesting a quote for multiple quantities, type two slashes (/) between each quantity.
6. Indicate the number of versions.
7. Specify the type of finishing required.

- ☐ **Previous** - returns you to the previous screen.
- ☐ **Next** - moves you to the next step of the quote request process.
- ☐ **Cancel RFQ** - allows you to cancel your quote request or return to the On-line Ordering Main Menu.
- ☐ **View/Send** - shows you the complete RFQ that will be sent to Schmidt.

request quote

technical support 507.775.7506

Trim Page

The screenshot shows the 'Trim' page of a web application. At the top left is the 'PARTNERS IN PUBLISHING' logo. At the top right is a 'Feedback Joe Doe' link. The main heading is 'Trim'. Below it, there are three dropdown menus: 'Trim Size' (set to 'None'), 'Page' (set to '1/8'), and 'Size' (set to 'None'). Below these is a text area labeled 'Special Instructions' containing the text 'no special instructions'. There is a small icon to the right of the text area.

8. Select trim sizes.

*Please note the Trim Page will not appear if you included trims in the flat size on the General Information Page. Instead, you move directly to the Ink Page.

Ink Page

The screenshot shows the 'Ink' page of a web application. At the top left is the 'PARTNERS IN PUBLISHING' logo. At the top right is a 'Feedback Joe Doe' link. The main heading is 'Ink'. Below it, there are four dropdown menus: 'Version' (set to '4ColorProcess'), 'Black' (set to 'Black'), 'Number of Colors' (set to '4'), and 'Number of Processes' (set to '4'). Below these are three rows of input fields: 'Number of color changes before new color' (Front: 0, Back: 0), 'Number of process and black change only' (Front: 0, Back: 0), and 'Number of process and complete change' (Front: 0, Back: 0). Below these are three checkboxes: 'Bleed' (unchecked), 'Top' (unchecked), and 'No' (unchecked). Below these are three checkboxes: 'Ink Coverage' (unchecked), 'Light' (unchecked), and 'Medium' (unchecked). Below these is a text area labeled 'Special Instructions' containing the text 'no special instructions'. At the bottom, there are four radio buttons: 'Premium' (selected), 'Flat', 'Co To Ink', and 'Cancel MFO'. Below these are two radio buttons: 'Vertical' and 'Horizontal'.

9. Select ink colors from the drop-down menus.

10. Enter the number of plate and color changes.

color change - only applies to PMS colors

black change only - generally occurs when only a code changes

complete change - entire creative changes

11. Indicate bleeds and ink coverage.

request quote

technical support 507.775.7506

Paper Option Page

PARTNERS
IN PUBLISHING

Feedback
Joe Doe

Paper Options

Paper: Paper Weight:
Finish: Color:
Special Paper Instructions:

☐ Previous ☐ Next ☐ Go To: ☐ Cancel WFO ☐ View Basket

12. Using the drop-down menus, select the type of paper, basis weight, finish and color. If you require more than one type of paper to be quoted or a specific brand, list additional information in the *Special Paper Instruction* box.

Package & Delivery Page

PARTNERS
IN PUBLISHING

Feedback
Joe Doe

Packaging and Delivery

Packaging:
Delivery To:
State/Province: ZIP/Postal Code:
Special Delivery Instructions:

☐ Previous ☐ Next ☐ Go To: ☐ Cancel WFO ☐ View Basket

13. Select the type of packaging required.
14. Indicate the shipping destination.

request quote

technical support 507.775.7506

Special Instructions Page

The screenshot shows the 'Special Instructions' page. At the top left is the 'PARTNERS IN PUBLISHING' logo. At the top right is a 'Feedback Joe Doe' link. The main heading is 'Special Instructions'. Below it is a text area labeled 'Special Instructions' with a small icon to its right. At the bottom, there are navigation buttons: 'Previous', 'Next', 'Go To: Special', 'Cancel RFQ', and 'View/Send'. A small logo is visible in the bottom right corner.

15. Enter any special instructions.

16. Click on the **View/Send** button to view your entire quote request prior to submitting it to Schmidt.

View RFQ Page

The screenshot shows the 'View RFQ' page. At the top left is the 'PARTNERS IN PUBLISHING' logo. At the top right is a 'Feedback Joe Doe' link. The main heading is 'REQUEST FOR ESTIMATE FOR: Partners in Publishing'. Below this, there is a table with the following information:

Order: 85725/2002	Salesperson: Jean Brinkhoff, jbrinkhoff@partners.com		
Company Contact	Joe Doe	Contact Email	jdoe@partners.com
Contact Phone	507.775.6400	Contact Fax	

Below the table, there is a 'Publication Schedule' section with the following information:

Order Estimate Number: 875027	Order # Schmidt: 10763	Delivery Date: 10/26/02
-------------------------------	------------------------	-------------------------

Below the schedule, there is a 'General Information' section with the following information:

For: Description	Order # Schmidt: 10763
Total Print Quantity: 1000000	

At the bottom, there is a 'Go To:' dropdown menu with the following options: 'Contact Info', 'Company Info', 'Terms', 'RFQ', 'Delivery', and 'Special'. To the right of the dropdown are buttons for 'Send RFQ to Schmidt' and 'Cancel RFQ'. A small logo is visible in the bottom right corner.

request quote

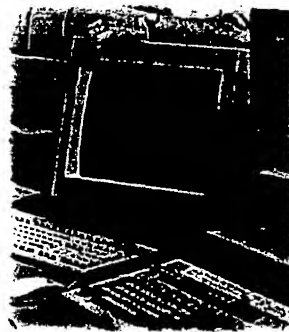
technical support 507.775.7506

If you find an error while reviewing your quote, you can make corrections prior to submitting it to Schmidt. Select the page where corrections are needed from the "Go To" drop-down menu. Once the correction is made you can select **View/Send** to return to the View RFQ Page.

17. To submit your quote request to Schmidt, click on the **Send RFQ to Schmidt** button. Your request is then sent to the Schmidt Estimating Group. You and your Schmidt Sales Consultant will receive a copy of the e-mail confirming your request has been sent.

D

create order



Create a New Order	D1 - D24
• Using Templates	D2 - D8
• Using Uploaded Files	D9 - D16
• Using Copy Order Feature	D17 - D22
Edit a Draft Order	D23 - D24
View an Order	D24
New Order Using Pre-Plan	D25



schmidt.com
your on-line solution

create order

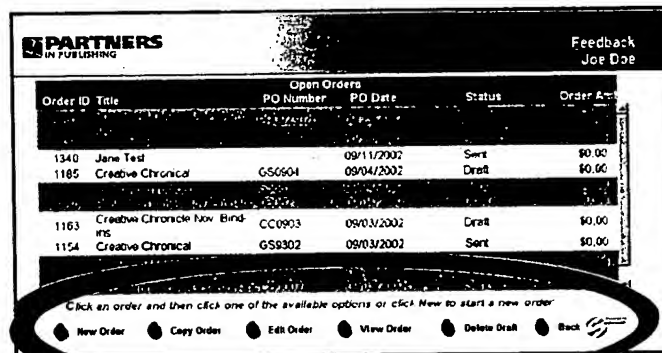
technical support 507.775.7506

Create a New Order

Once you select **Create Order** from the main menu you are taken to an order status page that lists all of your sent and draft orders. At this point you can select:

- **New Order** - *to create a completely new order.*
- **Copy Order** - *to copy an existing sent or draft order to create a new order.*
- **Edit Order** - *to edit an existing draft order.*
- **View Order** - *to view the details of an order.*
- **Approve Order** - *to approve a draft order and send it to Schmidt for processing.*
*This button is not available to all users.
- **Delete Draft** - *to delete a draft order.*
- **Back** - *to return to the main menu.*
*Always use this back button to navigate your customized site. The Internet Explorer back button will not work properly.

Order Status Page



RPARTNERS Feedback Joe Doe

Order ID	Title	PO Number	PO Date	Status	Order Am
1340	Jane Test		09/11/2002	Sent	\$0.00
1185	Creative Chronical	GS0604	09/04/2002	Draft	\$0.00
1163	Creative Chronical how Bind	CC0903	09/03/2002	Draft	\$0.00
1154	Creative Chronical	GS8302	09/03/2002	Sent	\$0.00

Click an order and then click one of the available options or click New to start a new order

● New Order ● Copy Order ● Edit Order ● View Order ● Delete Draft ● Back

create order

technical support 507.775.7506

New Order Using Templates

To create an order for the first time select **New Order**.

Order Tab Page

The screenshot shows a web form titled 'ORDER TEMPLATES' with a sub-header 'NEW PURCHASE'. The form is divided into two main sections: 'Order Entry' and 'Billing Information'. Five numbered callouts point to specific fields:

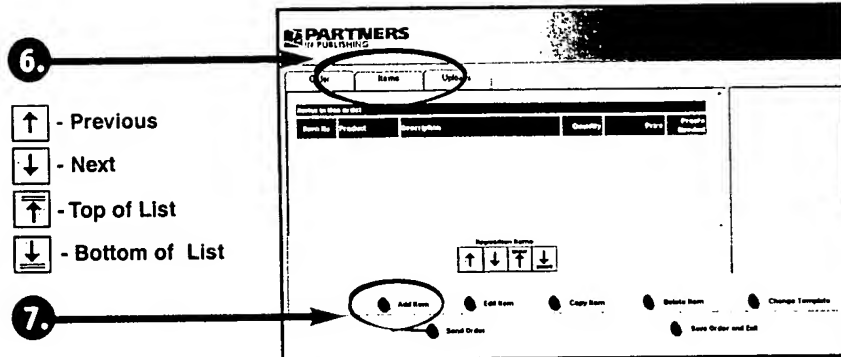
- 1. Points to the 'Title' field in the 'Order Entry' section.
- 2. Points to the 'PO Number' field in the 'Order Entry' section.
- 3. Points to the 'PO Date' field in the 'Order Entry' section.
- 4. Points to the 'eMail cc:' checkbox in the 'Order Entry' section.
- 5. Points to the 'Bill To' dropdown menu in the 'Billing Information' section.

1. Give the job a *Title* that is as specific as possible to be able to easily identify the order later. You may want to list the magazine title, type of product, and the issue date.
Example: *Creative Chronicle* Blow-ins, March 2002.
2. Enter your *Purchase Order* number.
3. Enter your *Purchase Order* date if different than default date.
4. Enter an email address in the *eMail cc:* field if you want someone copied on the sent order (you do not need to enter your own email address, you will automatically receive an email notification). Check the box below to save the cc: eMail address as your default.
5. Enter the *Bill To* information by selecting an address from the drop down menu or by editing the information in each field.
Contact your Account Manager to add address selections.

create order

technical support 507.775.7506

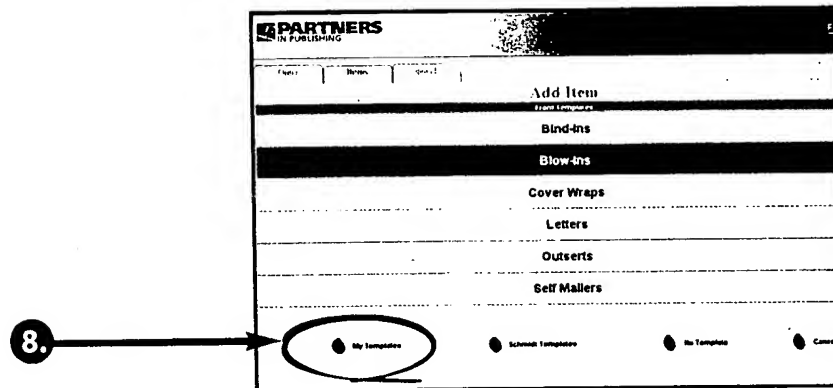
Items Tab Page



6. Select the **Items Tab** to add items to your order.

7. Click on the **Add Item** button to add the first item on your order.

Select Product Window



8. Highlight the product type on the menu and click on the **My Templates** button to select the template you want to use.

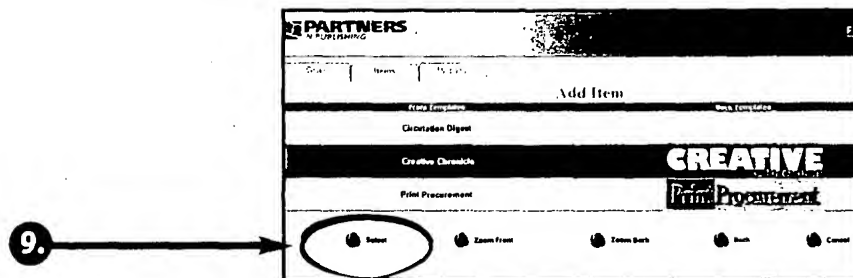
Schmidt Templates

Will be available on future versions of schmidt.com.

create order

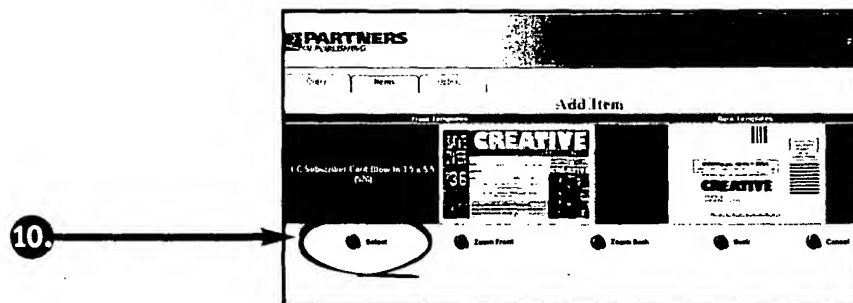
technical support 507.775.7506

Select Group Window



9. This screen will appear for users with multiple title templates. If this applies, select the specific title you are ordering then click on the **Select** button.

Select Template Window



10. To select a template, highlight the design you wish to use by clicking on it once then click on the **Select** button. This will take you to the **Versions Detail Page** of the **Items Tab**.

- **Zoom Front** - allows you to enlarge the front of the template to view more detail.
- **Zoom Back** - allows you to enlarge the back of the template to view more detail.
- **Back** - returns you to the product menu.
- **Cancel** - returns you back to the order entry screen.

create order

technical support 507.775.7506

Version Detail Page

The screenshot shows the 'Version Detail Page' for 'PARTNERS IN PUBLISHING'. The page has a header with the company logo and user information (John Doe). Below the header, there are tabs for 'Version', 'Customization', and 'Placements'. The 'Version' tab is active, showing a table of versions. A large black oval highlights the 'Version Details' section, which includes fields for Title, Author, Publisher, Address, City, State, and Country. A callout box with the number 11 points to this section.

11. Enter all version detail information.

*Use drop down menu to select shipping destination.

Additional code versions may be added by selecting **Add Version**. By clicking on the **Add Version** button the previous version is copied to allow you to edit any item details. **Customizable areas of the template cannot be changed by adding versions, only by adding items.**

Customization Page

The screenshot shows the 'Customization Page' for 'PARTNERS IN PUBLISHING'. The page has a header with the company logo and user information (John Doe). Below the header, there are tabs for 'Version', 'Customization', and 'Placements'. The 'Customization' tab is active, showing a table of customizations. A callout box with the number 12 points to the 'Customization' tab, which is highlighted with a black oval.

12. Select the **Customization Tab** to edit the customizable fields for the template.

create order

technical support 507.775.7506

Property Details Page

13. → **Properties**

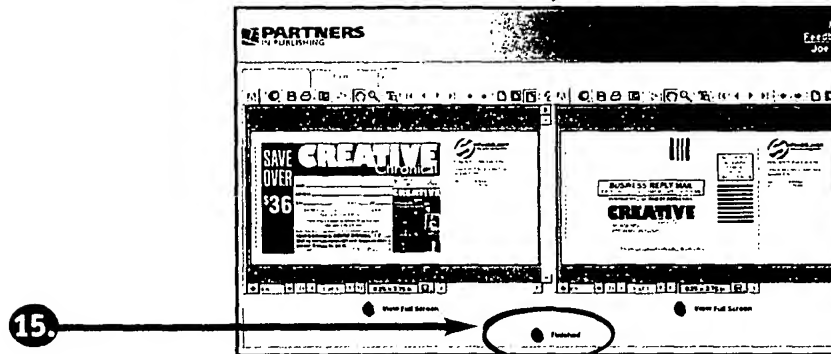
14. → **Show Proof**

13. Select the **Properties Tab** to verify that the paper and production information is correct.
 - * If you want the item to run in a color different than what was templated, indicate the change in the *Ink-Special Front* or *Ink-Special Back* fields. Note, the on-line proof will not reflect the color change, it will view color as it was templated.
14. To view an on-line proof, click on the **Show Proof** button. Use the **View Full Screen** buttons for a better view of the front and back sides of the proof. Click on **X** in the upper right corner to close the window.

create order

technical support 507.775.7506

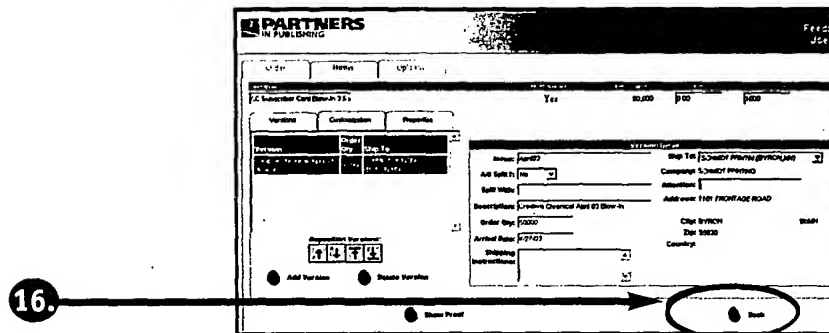
Show Proof Window



15. Select **Finished** when done and it will take you back to the **Versions Detail Page**.

* A proof must be viewed before an order can be sent. If changes are made after a proof is viewed, you will need to view it again before sending.

Versions Detail Page



16. Click on the **Back** button to return to the **Items Tab Page**.

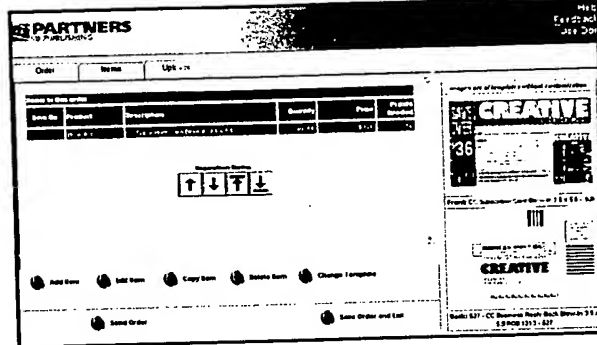
Option 1 for Step 17

17. Click on the **Save Order and Exit** button to save your order as a draft or click on the **Send Order** button to send it for processing.

create order

technical support 507.775.7506

Items Tab Page



Option 2 for Step 17

17. Continue to add items by selecting **Add Item** or **Copy Item**.

- Add Item** - allows you to add another item using a different creative or template. Follow steps 7-17 for adding an item using a template (see *New Order Using Uploaded Files* steps 7-18 for adding an uploaded file).
- Edit Item** - allows you to edit all of the item detail information and/or select a different creative upload.
- Copy Item** - allows you to copy details from one item to create another by editing the detail information and/or selecting a different creative upload.
- Delete Item** - allows you to delete an item listed on the order.
- Change Template** - allows you to change the template.

create order

technical support 507.775.7506

New Order Using Uploaded Files

To create an order for the first time, select **New Order**.

Order Tab Page

The screenshot shows a web form titled "ORDER" with a sub-header "Schmidt Publishers". The form is divided into two main sections: "Order Detail" and "Billing Information".

- Callout 1 points to the "Title" field in the "Order Detail" section.
- Callout 2 points to the "PO Number" field in the "Order Detail" section.
- Callout 3 points to the "PO Date" field in the "Order Detail" section.
- Callout 4 points to the "Save as default cc: eMail address" checkbox in the "Order Detail" section.
- Callout 5 points to the "Bill To" dropdown menu in the "Billing Information" section.

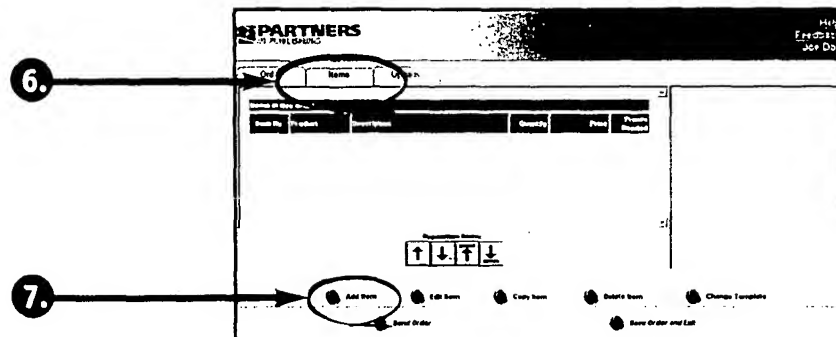
The "Order Detail" section includes fields for "Title", "PO Number", "PO Date", and a checkbox for "Save as default cc: eMail address". The "Billing Information" section includes a "Bill To" dropdown menu and fields for "Company", "Address", "City", "State", "Zip", and "Phone".

1. Give the job a *Title* that is as specific as possible to be able to easily identify the order later. You may want to list the magazine title, type of product, and the issue date.
Example: *Creative Chronicle Blow-ins, March 2002*.
2. Enter your *Purchase Order* number.
3. Enter your *Purchase Order* date if different than the default date.
4. Enter an email address in the *eMail cc:* field if you want some one copied on the sent order (you do not need to enter your own email address, you will automatically receive an email notification). Check the box below to save the cc: eMail address as your default.
5. Enter the *Bill To* information by selecting an address from the drop down menu or by editing the information in each field.
Contact your Schmidt Account Manager to add address selections.

create order

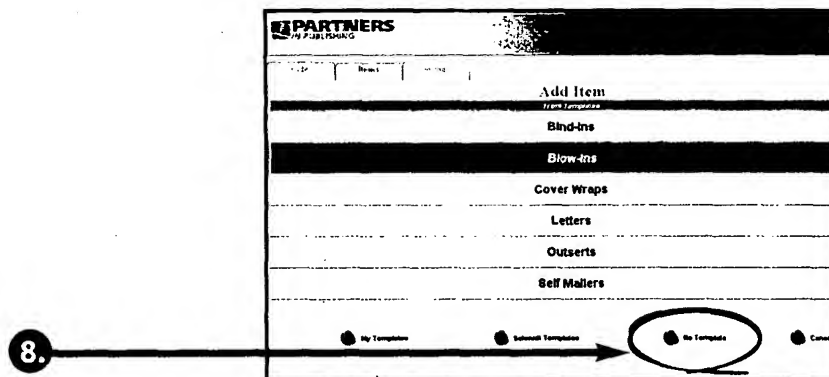
technical support 507.775.7506

Items Tab Page



6. Select the **Items Tab** to add items to your order.
7. Select the **Add Item** button to add the first item on your order.

Select Product Window

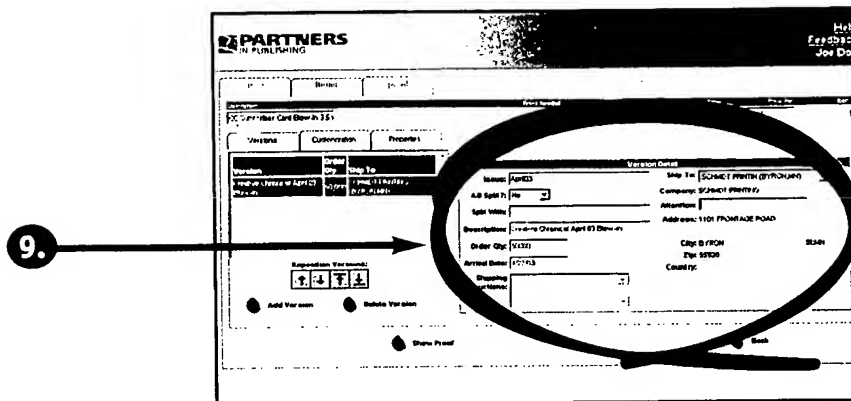


8. Highlight the product type on the menu and click on the **No Templates** button.

create order

technical support 507.775.7506

Version Detail Page

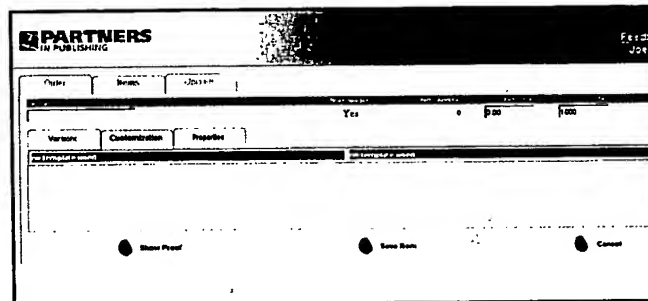
9. 

9. Enter all version detail.

*Use drop-down menu to select shipping destination.

Additional code versions may be added by selecting **Add Version**. By clicking on the **Add Version** button the previous version is copied to allow you to edit any item details.

Customization Page



Skip the **Customization Tab** since you are uploading the creative and not using a customized template.

create order

technical support 507.775.7506

Property Details Page

10. Select the **Properties** tab to enter complete production details for the item. To process your order, we need the following information:

- Item size (width and length)
- Ink (front and back)
- Publication specifications (if applicable)
 - Publication dimensions
 - Trim values
- Folding specifications (if applicable)
- Gluing specifications (if applicable)
- Paper specifications
 - Weight
 - Stock
 - Color
- Press specifications
 - Score or perf
 - Special instructions

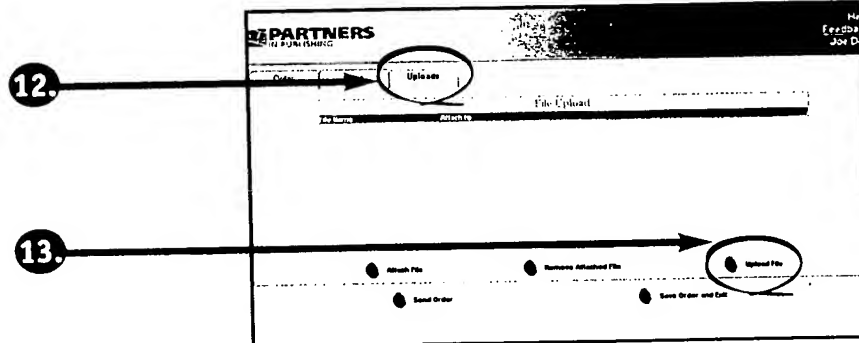
11. Click on the **Back** button to return to the **Items Tab Page**.

Note: The Show Proof button is not used for orders with uploaded files.

create order

technical support 507.775.7506

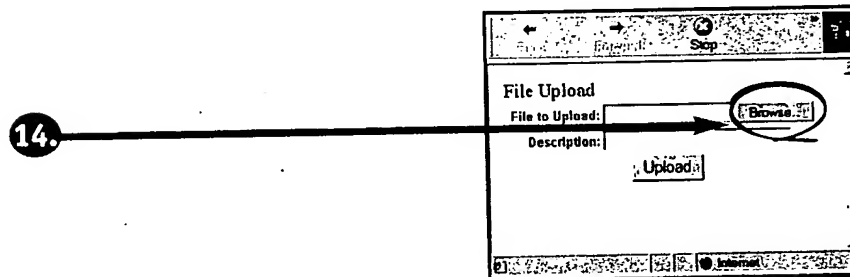
Uploads Tab Page



12. Select the **Uploads Tab** to attach a creative to an order. If the file you wish to attach has already been uploaded go to step 17. If the file you wish to attach needs to be uploaded go to step 13.

13. Click on the **Upload File** button.

File Upload Page

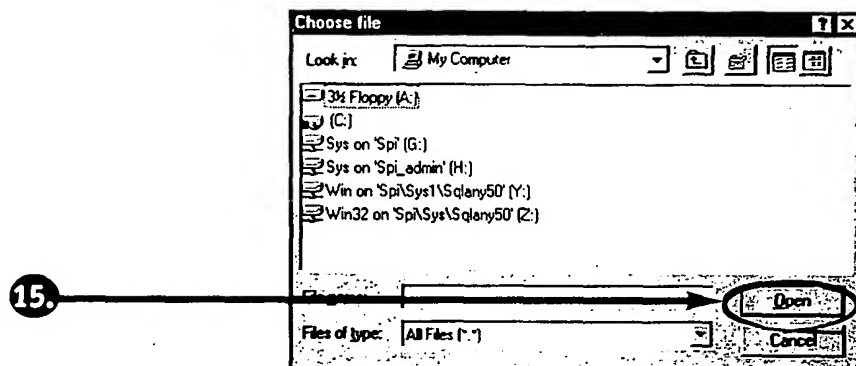


14. Click the Browse button to activate the **Choose File Window** on your computer.

create order

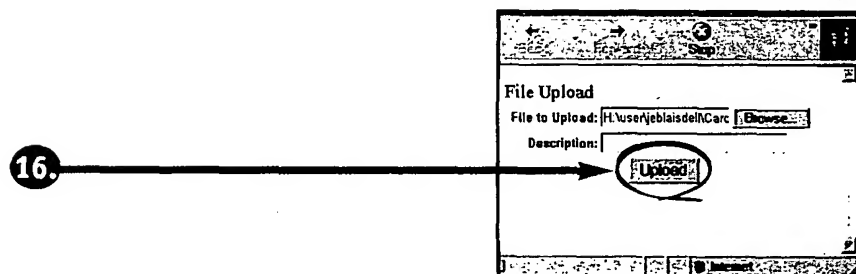
technical support 507.775.7506

Choose File Window



15. Select the Zip or stuffed file you want to upload from your directory and then click on **Open**.

File Upload Page



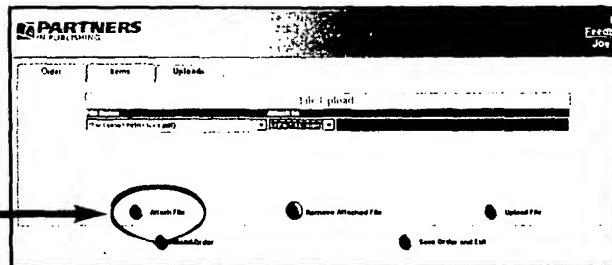
16. Click on the **Upload** button and the file will then be available to attach to an item in your order.

create order

technical support 507.775.7506

Uploads Tab Page

17.

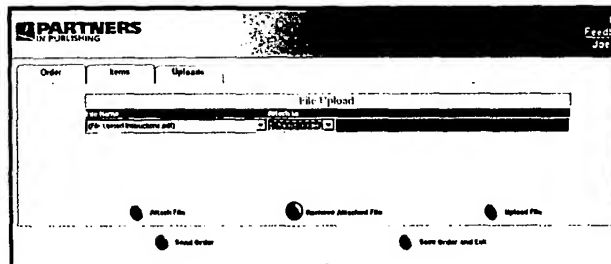


17. Attach an uploaded creative to an item by selecting the **Attach File** button. From the *File Name* drop-down menu select the file you wish to attach. From the *Attach to* drop-down menu select the item the selected file should be attached to. Repeat for orders with multiple files and items.

* Please fax your Account Manager a laser copy of uploaded files.

You will not be able to view a proof on-line for attached files.
View Proofs is available for templated items only.

Items Tab Page



Option 1 for Step 18

18. Click on the **Save Order and Exit** button to save your order as a draft or click on the **Send Order** button to send it for processing.

create order

technical support 507.775.7506

Option 2 for Step 18

18. Continue to add items by selecting the **Items Tab** and selecting **Add Item** or **Copy Item**.

- **Add Item** - *allows you to add another item using a different creative or template. Follow steps 7-18 for adding an item using an uploaded file (see New Order Using Template step 7 -17 for adding an item using a template).*
- **Edit Item** - *allows you to edit all of the item detail information and/or select a different creative upload.*
- **Copy Item** - *allows you to copy details from one item to create another by simply editing the details information and/or selecting a different creative upload.*
- **Delete Item** - *allows you to delete an item listed on the order.*
- **Change Template** - *allows you to change the template on an item (this option would not be used if attaching files).*

create order

technical support 507.775.7506

New Order Using Copy Order Feature

To create a new order by copying an existing draft or sent order, highlight the order you wish to copy from the order status page then click on the **Copy Order** button.

Order Tab Page

The screenshot shows the 'Order Tab Page' with a header bar containing 'PARTNERS' and 'Help Feedback Joe Doe'. Below the header is a table with columns 'Order', 'Items', and 'Version'. The 'Order' column contains a table with 'Order Detail' and 'Billing Information'. The 'Order Detail' table has fields for 'Order ID', 'Order Date', and 'Order Status'. The 'Billing Information' table has fields for 'Billing Name', 'Billing Address', 'Billing City', 'Billing State', and 'Billing Zip'. The 'Order Detail' table is circled with a black oval, and the 'Billing Information' table is also circled with a black oval. Five numbered callouts point to specific fields: 1. Points to the 'Order ID' field. 2. Points to the 'Order Date' field. 3. Points to the 'Order Status' field. 4. Points to the 'Billing Name' field. 5. Points to the 'Billing Address' field.

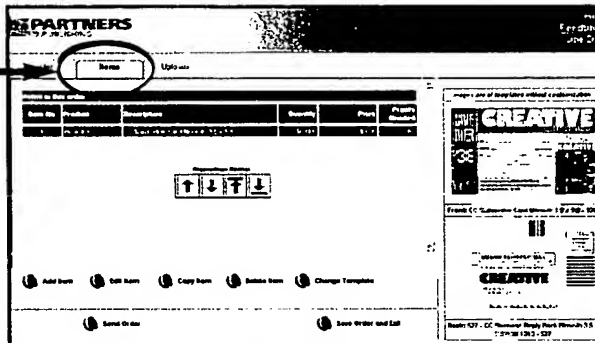
1. Update the *Job Title* to be as specific as possible for future reference. Example: *Creative Chronicle* Blow-ins, March 2002.
2. Enter a new *Purchase Order* number.
3. Verify *Purchase Order* date.
4. Enter an email address in the *eMail cc:* field if you want someone copied on the sent order (you do not need to enter your own email address, you will automatically receive an email notification.) Check the box below to save the cc: eMail address as your default.
5. Verify *Bill To* information.
6. Select the **Items Tab** and highlight the item you wish to edit and select **Edit Item** to revise the version details.

create order

technical support 507.775.7506

Items Tab Page

6.



Add Item

- allows you to add another item using a different creative or template. Follow steps 7-18 for adding an item using an uploaded file or steps 7-17 for adding an item using a template (see *New Order Using Template*).

Edit Item

- allows you to edit all of the item detail information and/or select a different creative upload.

Copy Item

- allows you to copy details from one item to create another by simply editing the details information and/or selecting a different creative upload.

Delete Item

- allows you to delete an item listed on the order.

Change Template

- allows you to change the template on an item (this option would not be used if attaching files).

create order

technical support 507.775.7506

Version Detail Page

7. Highlight the version you wish to edit detail information for and make your changes in the appropriate fields.

Additional code versions may be added by selecting **Add Version**. By clicking on the **Add Version** button the previous version is copied to allow you to edit any item details. (Customizable areas of a template cannot be changed by adding versions, only by adding items.)

Customization Page

8. Select the **Customization Tab** to edit customizable fields if using a template.

create order

technical support 507.775.7506

Property Details Page

The screenshot shows the 'Property Details Page' from the 'PARTNERS' system. At the top, there's a header with 'PARTNERS' and 'PROFESSIONAL'. Below this, there's a navigation bar with tabs: 'Items', 'Properties', 'Ink-Special Front', 'Ink-Special Back', 'Uploads', and 'Back'. The 'Properties' tab is selected and highlighted with a red circle and an arrow pointing to it from the number '9.' in a red circle. Below the navigation bar, there's a section for 'Property Details' with fields for 'Name', 'Length', 'Width', 'Height', 'Color', 'Ink-Special Front', and 'Ink-Special Back'. There are also checkboxes for 'Show Proof' and 'Back'. The 'Show Proof' button is highlighted with a red circle and an arrow pointing to it from the number '10.' in a red circle. At the bottom, there's a table with columns for 'Item', 'Length', 'Width', 'Height', 'Color', 'Ink-Special Front', and 'Ink-Special Back'. The table has several rows of data.

9. Select the **Properties Tab** to review the item specifications.

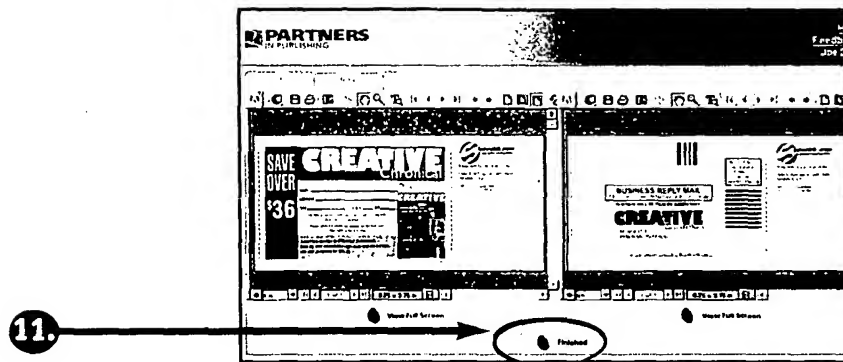
* If you want the item to run in a color different than what was templated, indicate the change in the **Ink-Special Front** or **Ink-Special Back** field. Note, the on-line proof will not reflect the color change, it will view color as it was templated.

10. If using templates, click the **Show Proof** button to view an on-line proof. When using an uploaded creative, click on the **Back** button to return to the **Items Tab Page** and then proceed to the **Uploads Tab**.

create order

technical support 507.775.7506

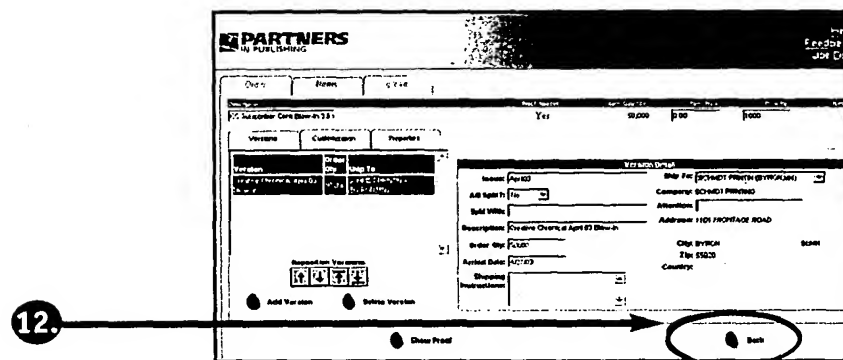
Show Proof Window



11. Select **Finished** when done and it will take you back to the **Versions Detail Page**.

* A proof must be viewed before an order can be sent. If changes are made after a proof is viewed, you will need to view it again before sending.

Version Detail Page



12. Continue to edit or add versions or click on the **Back** button when finished.

create order

technical support 507.775.7506

Items Tab Page

PARTNERS

Order Items Upload

Item No.	Product	Description	Quantity	Price	Total
1	10000000	10000000	1	1.00	1.00

Navigation buttons: Add Item, Edit Item, Copy Item, Delete Item, Change Template, Send Order, Save Order and Exit

Preview of a 'CREATIVE' business card.

Option 1 for Step 13

13. Click on **Save Order and Exit** to save your order as a draft or click on **Send Order** to send it for processing.

Option 2 for Step 13

13. Continue to edit or add items.

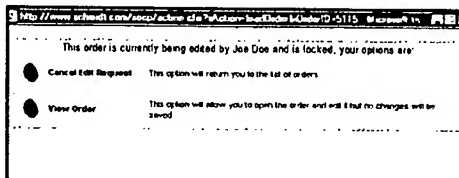
create order

technical support 507.775.7506






Edit a Draft Order

Select a draft order from the Order Status page by highlighting it and then click on the **Edit Order** button.

Note: To insure multiple users cannot make changes to an order at the same time, the system will display the following message when a second user opens a draft order:



The following functions can be performed to edit an order within the **Items Tab**:

-  **Add Item** - allows you to add another item using a different creative or template. Follow steps 7-18 for adding an item using an uploaded file or steps 7-17 for adding an item using a template (see *New Order Using Template*).
-  **Edit Item** - allows you to edit all of the item detail information and/or select a different creative upload.
-  **Copy Item** - allows you to copy details from one item to create another by simply editing the details information and/or selecting a different creative upload.
-  **Delete Item** - allows you to delete an item listed on the order.
-  **Change Template** - allows you to change the template on an item (this option would not be used if attaching files).

create order

technical support 507.775.7506

To save the order as a draft, click on the **Save Order and Exit** button.

To send the order for processing, click on the **Send Order** button.

View an Order

Highlight the order on the Order Status page.

Select **View Order** to view a summary of the order.

Order Summary Page

schmidt
Order ID: 1173

Sent Order

From: Partners in Publishing
Joe Doe
1101 Frontage Rd NW
Bryon, MD 20725

To: Joe Doe
1101 Frontage Rd NW
Bryon, MD 20725

Order Title: Creative Chemical
PO Number: C242
PO Date: 09/14/2002
Sales Person: Lee Planchet
Account Manager: Diana Lebeck

Order Summary

Item ID	Item Description	Product Size	Quantity	Price
4815	CC Subscriber Card Blow-In 3.5 x 5.5 Front Template: CC Subscriber Card Blow-In 3.5 x 5.5 (526) Back Template: CC Subscriber Reply Back Blow-In 3.5 x 5.5 POB 1313 (527)	Blow-In 3.5 X 5.5	301,000	\$0.00
Version Description				
		Arrival Date	Issue Code	Quantity
Sub		10/15/2002	Oct 12345	100,000
			Nov 45678	101,000
			Dec 78902	100,000

Show Front **Show Back**

Item ID	Item Description	Product Size	Quantity	Price
4817	CC NS Cx 3 Blow-In 3.5 x 5.5 Front Template: (0) Back Template: (0)	Blow-In 3.5 X 5.5	150,000	\$0.00
Version Description				
		Arrival Date	Issue Code	Quantity
NS		10/15/2002	Oct 45687	50,000
			Nov 89362	50,000
			Dec 78902	50,000

Back

- returns you to the order status page

Show Front

- allows you to view a PDF of the front of your creative.

* Only available on templated sent orders.

Show Back

- allows you to view a PDF of the back of your creative.

* Only available on templated sent orders.

create order

technical support 507.775.7506

New Order Using Pre-Plan

To create an order for the first time select **New Order**.

Order Tab Page

The screenshot shows a web form titled "PARTNERS" with a "New Order" tab selected. The form is divided into two main sections. The left section contains fields for "Title", "Purchase Order Number", "Purchase Order Date", and "eMail cc:". The right section contains a "Bill To" section with a dropdown menu for "Address" and fields for "City", "State", and "Zip". At the bottom of the form are two buttons: "Save Order" and "Save Order and Exit".

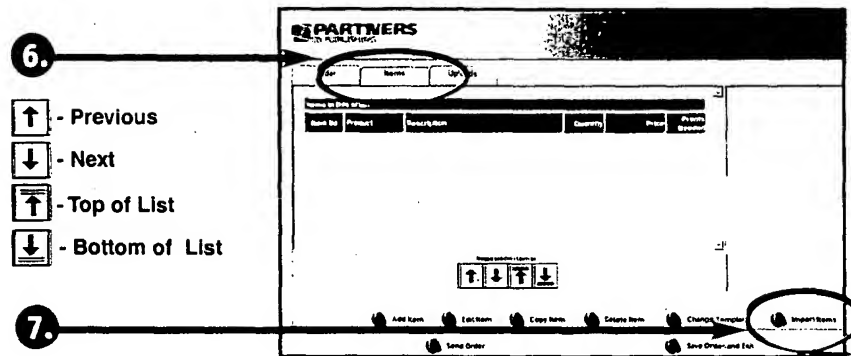
1. Points to the "Title" field.
2. Points to the "Purchase Order Number" field.
3. Points to the "Purchase Order Date" field.
4. Points to the "eMail cc:" field.
5. Points to the "Bill To" section.

1. Give the job a *Title* that is as specific as possible to be able to easily identify the order later. You may want to list the magazine title, type of product, and the issue date.
Example: *Creative Chronicle* Blow-ins, March 2002.
2. Enter your *Purchase Order* number.
3. Enter your *Purchase Order date* if different than default date.
4. Enter an email address in the *eMail cc:* field if you want someone copied on the sent order (you do not need to enter your own email address, you will automatically receive an email notification). Check the box below to save the cc: eMail address as your default.
5. Enter the *Bill To* information by selecting an address from the drop down menu or by editing the information in each field. Contact your Account Manager to add address selections.

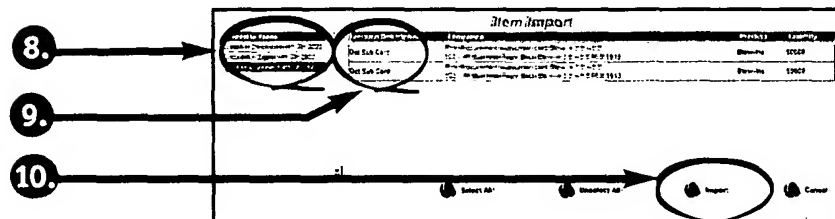
create order

technical support 507.775.7506

Items Tab Page



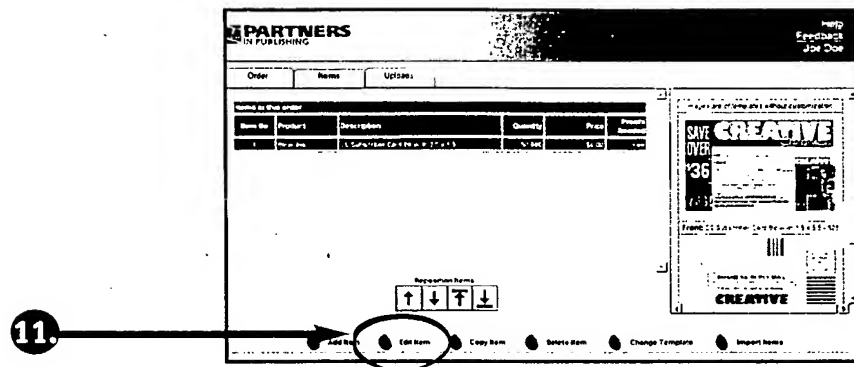
Item Import Window



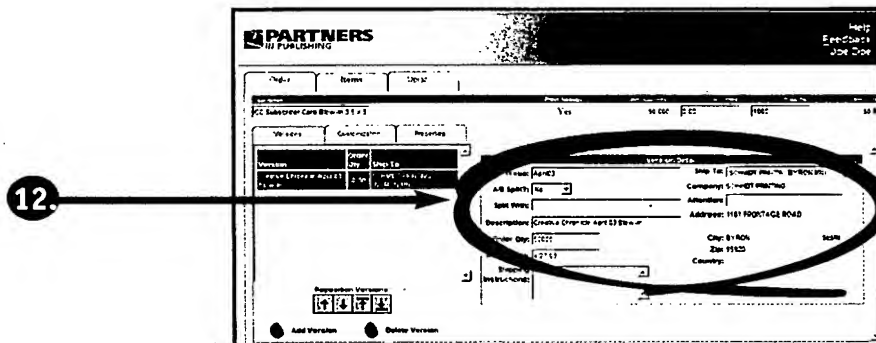
create order

technical support 507.775.7506

Items Tab Page



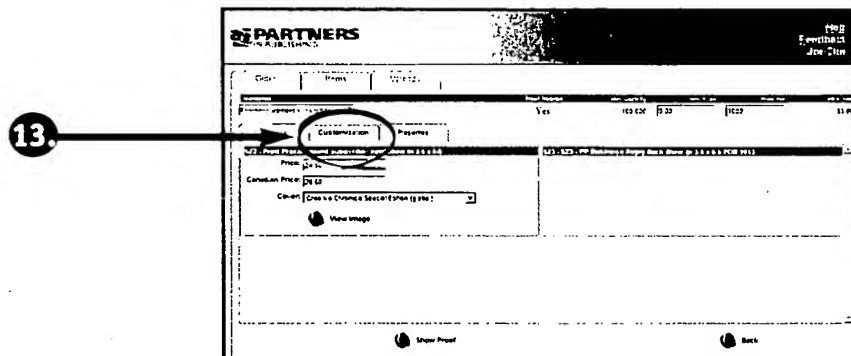
Version Detail Page



create order

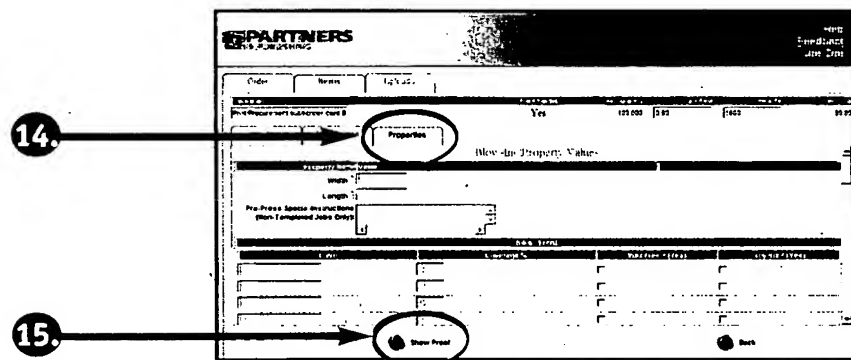
technical support 507.775.7506

Customization Page



13. Select the **Customization** tab to edit the customizable fields for templated items. Templated creatives must be customized in Create Order, they cannot be customized in Pre-Plan. Non-templated items do not have customization.

Property Details Page

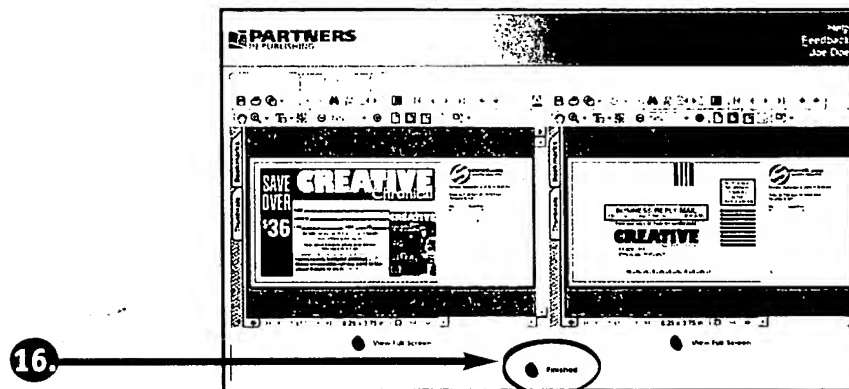


14. Select the **Properties** Tab to verify that the paper and production information is correct. Properties will default for templated items.
15. To view an on-line proof (templated items only), click on the **Show Proof** button. Use the View Full Screen buttons for a better view of the front and back sides of the proof. Click the **X** in the upper right corner to close the window.

create order

technical support 507.775.7506

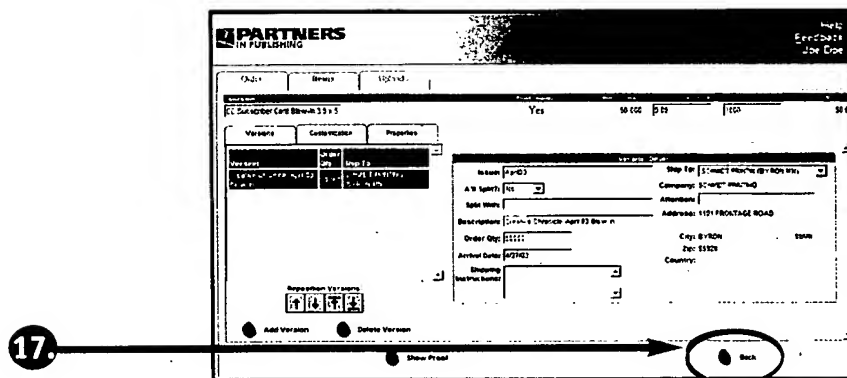
Show Proof Window



16. Select **Finished** when done and it will take you back to the **Versions Detail Page**.

* A proof must be viewed before an order can be sent. If changes are made after a proof is viewed, you will need to view it again before sending.

Versions Detail Page



17. Click on the **Back** button to return to the **Items Tab Page**.

create order

technical support 507.775.7506

Items Tab Page

PARTNERS

Order: Item: User:

Item No.	Product	Description	Quantity	Price	Amount
123456	123456	123456	1	12.34	12.34

Navigation buttons: Add Item, Edit Item, Copy Item, Delete Item, Change Template, Import Items

Buttons: Send Order, Save Order and Exit

Preview: CREATIVE magazine cover

Option 1 for Step 18

18. Click on the **Save Order and Exit** button to save your order as a draft or click on the **Send Order** button to send it for processing.

Option 2 for Step 18

18. Continue to add items by selecting **Add Item** or **Copy Item**.

- Add Item** - allows you to add another item to the order.
- Edit Item** - allows you to edit all of the item detail information and/or select a different creative.
- Copy Item** - allows you to copy details from one item to create another by editing the detail information and/or selecting a different creative.
- Delete Item** - allows you to delete an item listed on the order.
- Change Template** - allows you to change the template.
- Import Item** - allows you to import items from a Pre-Plan.

E

check order status



Check Order Status E1 - E2



schmidt.com
your on-line solution

check order status

technical support 507.775.7506

Check Order Status

You can check the realtime status of your orders by using the **Check Order Status** feature. This feature allows you to search for an order based on the date ordered, your purchase order number, order title, or Schmidt job number. If all fields are left blank, schmidt.com will show all your orders in the system.

Check Order Status Page

Search By: Limit results by:

Date Ordered: Search Start Date: Search End Date:

Purchase Order Number:

Order Title: Order Title Containing:

Schmidt Job Number:

Check Order Status Detail Page

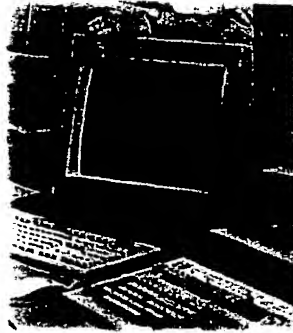
Order Number	Order Title	Schmidt Job Number	Ship Date	Ship To	Initial Date
10676	06/05/02 Creative Chronicle Bk-vm	158934	06/11/02	R.J. DONNELLEY	06/13/02
10681	06/10/02 Proof Out Publishing Times Bk-vm	157877	06/14/02	SPONS PRINTING	06/26/02
10690	05/21/02 Approved for Press First Procurement Bk-vm	157530	06/14/02	SPONS PRINTING	06/27/02
10649	05/28/02 Approved for Press Creation Digest Bk-vm	157531	06/14/02	SPONS PRINTING	06/27/02
10628	05/21/02 QP Press Creative Chronicle Bk-vm	157244	06/17/02	QUEBECOR	06/28/02
10622	05/17/02 On Press Publishing Times Bk-vm	157245	06/11/02	R.J. DONNELLEY	06/13/02
10640	06/14/02 Complete First Procurement Bk-vm	157410	06/24/02	QUAD GRAPHICS	06/24/02
01776	05/03/02 Complete Creation Digest Bk-vm	157810	06/25/02	SPONS PRINTING	06/24/02

check order status

technical support 507.775.7506

F

*review
order history*



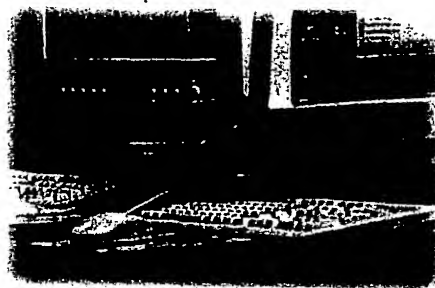
Will be available on future
versions of schmidt.com.



schmidt.com
your on-line solution



*template & image
library*



Template Library Features G1 - G3

Image Library Features G4



technical support 507.775.7506

Select **Template Library** from the main menu to access all templates that are available for use on schmidt.com

[illegible]

Side Filter

Side: ☒ Front ☐ Back

template library

technical support 507.775.7506

Catalog Filter

The catalog filter allows you to filter the templates by either your templates or Schmidt's templates.

Catalog:	<div>My Templates ▼ My Templates Schmidt Templates</div>
----------	--

Product Filter

The product filter allows you to filter the templates by product type.

Product:	<div>[All Products] ▼ [All Products] Blow-Ins Bind-Ins Cover Wraps Outserts Self Mailers Letters</div>
----------	--

Template Group Filter

The group filter allows you to filter the templates according to magazine title.

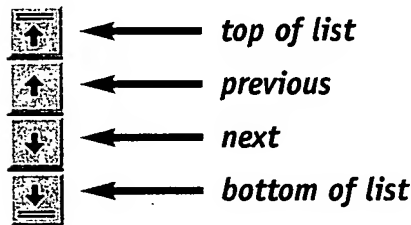
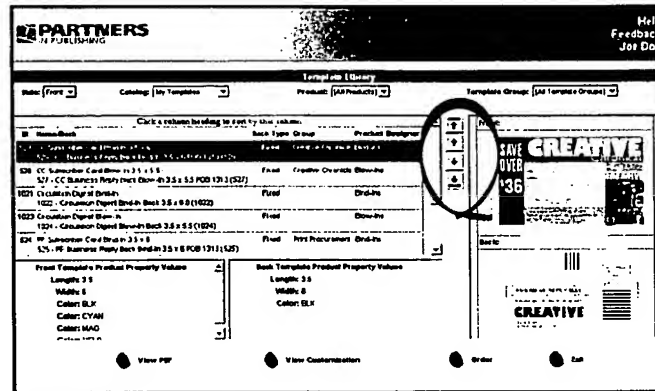
Template Group:	<div>[All Template Grou [All Template Grou Creative Chronicle Print Procurement</div>
Front:	

Placing the mouse pointer over the template thumbnail allows you to view customizable areas of the template.

template library

technical support 507.775.7506

Template Library Window



- **View PDF** - shows a larger view of the highlighted template.
- **View Customization** - shows a list of the customizable fields for the highlighted template.
- **View Properties** - shows the size and color for the highlighted template.
- **Order** - brings you to the order entry screen to create an order.
- **Exit** - returns you back to the main menu of your customized site.

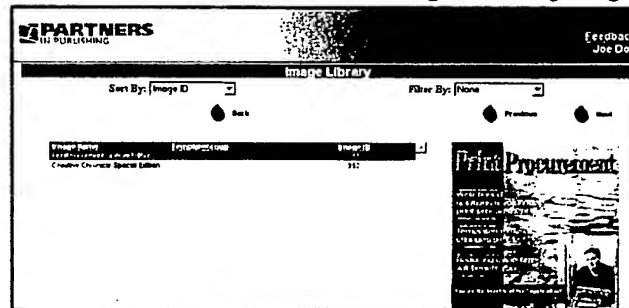
image library

technical support 507.775.7506

Image Library Features

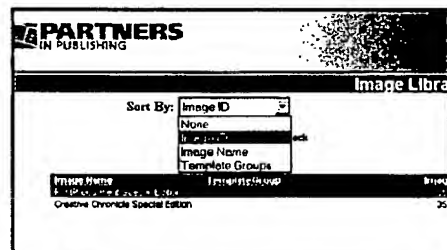
The Image Library enables you to view images available for use when altering templates.

Image Library Page



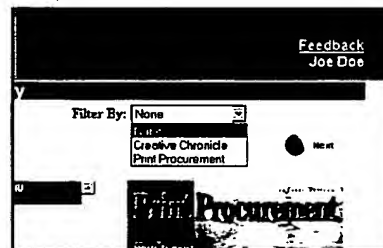
Sort By




The search for a specific image can be narrowed by sorting the list by the image ID, image name, or template group.



Group Filter

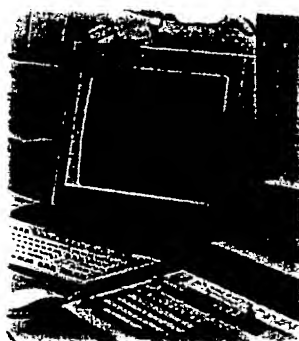
The group filter allows you to filter the template library according to magazine title, which helps narrow your search for a specific item.



-  **Back** - returns you back to the main menu of your customized site.
-  **Previous** - highlights the previous image listed and shows thumbnail on the right side of the screen.
-  **Next** - highlights the next image listed and shows thumbnail on the right side of the screen.



file upload



File Upload Library	H1
Uploading Files	H2-H4
File Recommendations	H4
Downloading Files	H5

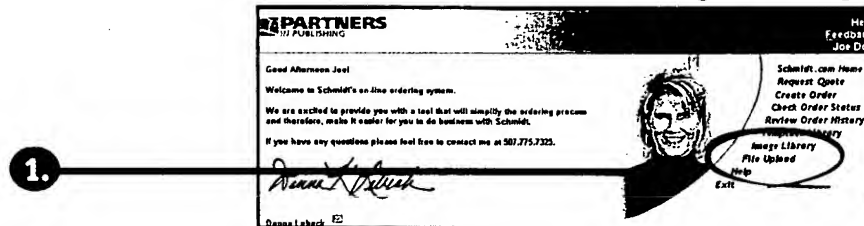


file upload

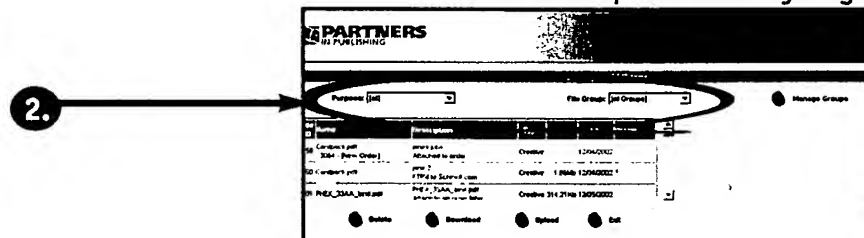
technical support 507.775.7506

File Upload Library

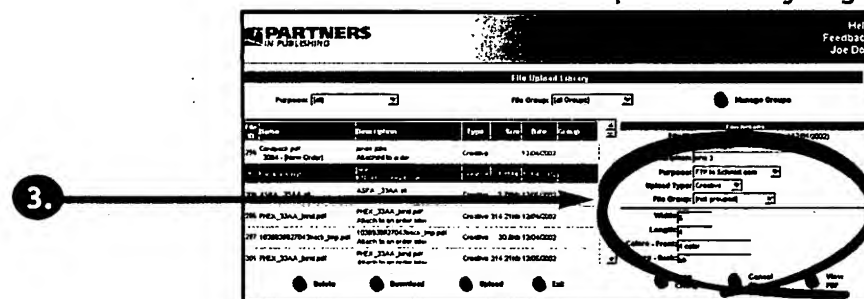
On-line Ordering Menu Page



File Upload Library Page



File Upload Library Page

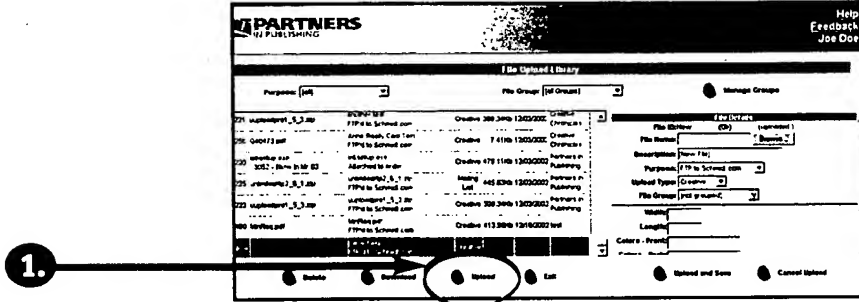


file upload

technical support 507.775.7506

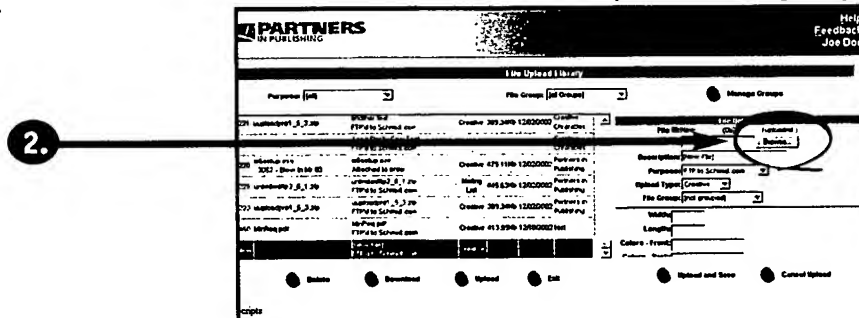
Uploading Files

File Upload Library Page



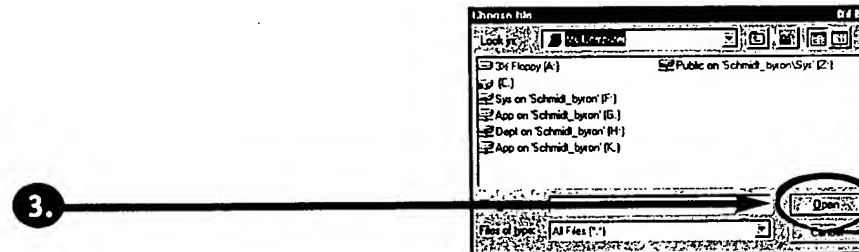
1. To Upload a file, select the **Upload** button. A new highlighted bar will appear in the library.

File Upload Library Page



2. Select **Browse** under File Details to activate the **Choose File Window** on your computer.

Choose File Window

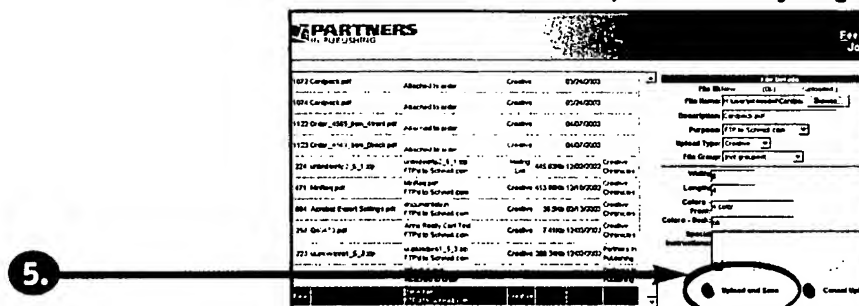


3. Select the zip or stuffed file you want to upload from your directory and then click on **Open**.

file upload

technical support 507.775.7506

File Upload Library Page



5. Select **Upload and Save** to complete the upload process. A progress bar will appear in the middle of the screen which indicates a successful upload.

Note: Schmidt will delete the file once they download it and put it into production.

6. Select **Exit** to return to the menu page.

File Recommendations

Schmidt prefers files be created in the current version of the following software programs:

- QuarkXpress (Preferred)
- Adobe PageMaker
- Adobe Illustrator
- Macromedia Freehand
- Adobe Photoshop
- CorelDRAW
- Adobe InDesign
- *Postscript File
- *PDF File

* Please contact Schmidt prior to sending a Postscript or PDF file. We will supply you with a printer driver, resolution requirements and Acrobat Preference settings.

Before you upload a file, it should be stuffed or zipped. At Schmidt, we prefer you create "self-extracting" (.exe or .sea) files using **Stuffit for Windows™** or **Stuffit Deluxe™** for Macintosh. Files compressed in this manner provide convenient file expansion without using a decompression utility.

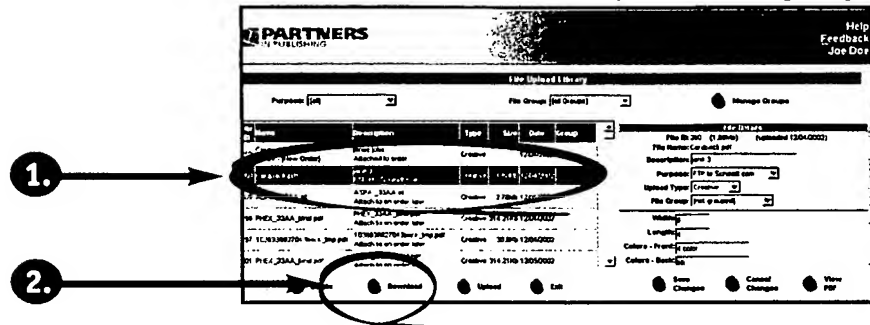
For further information please refer to the *Working With Schmidt* section of our website or call the Schmidt Desktop Helpline at: 507.775.7315 or 507.775.7358.

file upload

technical support 507.775.7506

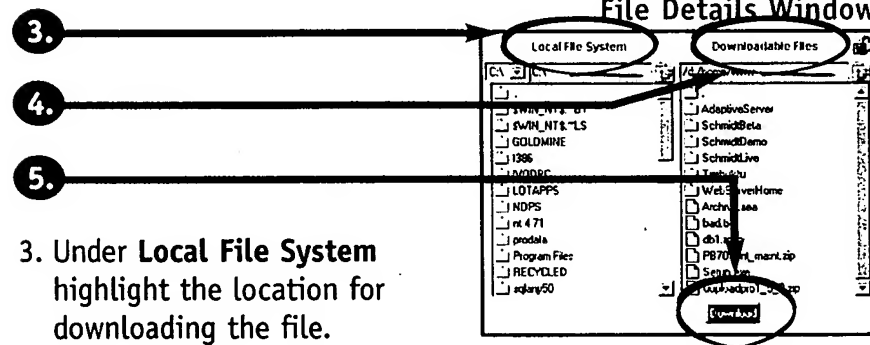
Downloading Files

File Upload Library Page



1. Highlight the file to download.
2. Select the **Download** button. Note: Files to download from Schmidt will have a purpose of "FTP'd From Schmidt".

File Details Window

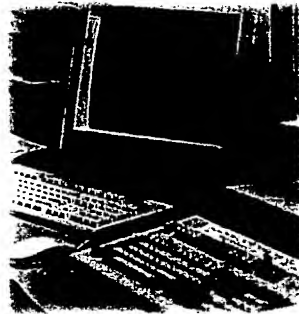


3. Under **Local File System** highlight the location for downloading the file.
4. Under **Downloadable Files** highlight the file to download.
5. Click **Download**.
6. Close out the window (click on X in the upper right corner) when finished with the download and to return to the File Upload Library screen.

file upload

technical support 507.775.7506

I



Tips for Greater Efficiency I1

Frequently Asked Questions I2



schmidt.com
your on-line solution

Tips for Greater Efficiency

Navigating the site

Use the schmidt.com **Back** button instead of the Internet Explorer **BACK** button to navigate backwards when entering an order on your customized site.

Reducing order entry time

There are two ways to save time when working with a template that has multiple versions:

1. Use the **Copy Item** feature to copy an item within the order and then edit the areas that change.
2. Click on **Add Version** in the Item Detail Page if you are only changing a code. This allows you to add versions and change codes, quantity, arrival date, and shipping information.

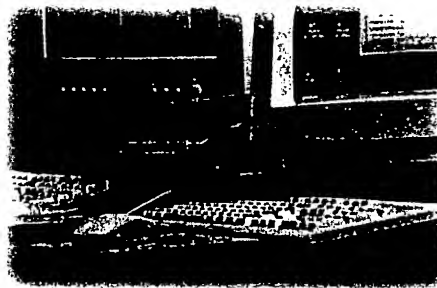
FAQS

Frequently Asked Questions

- Q. Who do I contact for help with order entry questions?**
Many of your questions can be answered by your company's designated schmidt.com administrator. If he or she is unable to assist you, please contact your Schmidt Account Manager or Jane Blaisdell at 507.775.7506.
- Q. Who do I call for help when uploading files?**
Schmidt Desktop Helpline
507.775.7315 or 507.775.7358
- Q. Can I make changes once an order is sent?**
Once an order is sent to Schmidt, the production process begins. Should you need to stop production, please contact your Account Manager for assistance. Alteration charges will vary depending on the changes you are requesting and the status of your order.
- Q. What is the difference between an item and a version?**
An "item" is a template. After selecting a template, you can create an order that has one or more versions.
- Q. What is the Feedback link?**
The Feedback link is your direct link to the administrator of the schmidt.com on-line ordering system. This link enables you to e-mail comments and suggestions that will help us improve the site.
- Q. Will I see hard copy proofs with my order?**
When submitting an order using templated creatives the on-line proof serves as the final proof. However, you will receive a hard copy proof on uploaded files and new templates.

J

pre-plan



Create a Pre-Plan J1 - J4



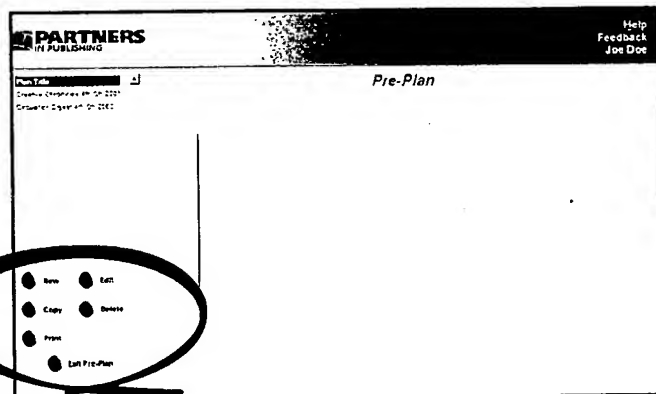
schmidt.com
your on-line solution

Create a Pre-Plan

Once you select **Plans** from the main menu you are taken to the Pre-Plan page that displays your plans. At this point you can select:

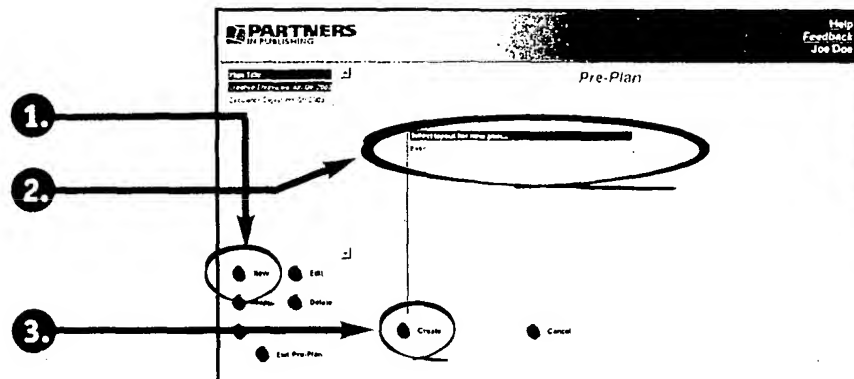
- **New** - *to create a completely new plan.*
- **Edit** - *to edit an existing plan.*
- **Copy** - *to copy an existing plan.*
- **Delete** - *to delete a plan.*
- **Print** - *to print a plan in PDF format or to export to an Excel spreadsheet.*
- **Exit Pre-Plan** - *to return to the main menu.*

Pre-Plan Page



New Pre-Plan

Pre-Plan Page



1. To create a plan for the first time, select the **New** button.
2. Choose the layout* under *Select Layout For New Plan*.
3. Select the **Create** button.

*Different layout options can be created.

The Basic plan layout contains the following fields:

- Issue
- Product Type (Blow-in, Bind-in, etc.)
- Template (Select from templates in dropdown menu. Select None if no template is used).
- Version Description
- Version Group (Enter the same Version Group description for versions that use the same template and customization).
- A/B Split? (Perfect or Random)
- Split With (Version to mix with)
- Code
- Quantity
- Arrival Date
- Ship To
- Ship Attention
- Special Instructions (Shipping)

pre-plan

technical support 507.775.7506

Pre-Plan Page

The screenshot shows the 'Pre-Plan' page with a header bar containing 'PARTNERS IN PUBLISHING' and 'Help Feedback Joe Doe'. Below the header, there's a 'Plan Title' field with a text input area. To the left of the input area, there's a list of buttons: 'New', 'Edit', 'Copy', 'Delete', 'Print', 'Exit Pre-Plan', 'New Version', 'Copy Version', 'Delete Version', and 'Save Plan'. A circled arrow labeled '4.' points to the 'Plan Title' field. Another circled arrow labeled '5.' points to the 'New Version' button.

4. Give the plan a *Plan Title* that is specific enough to easily identify the plan later.

5. Select the **New Version** button to add versions.

Pre-Plan Page

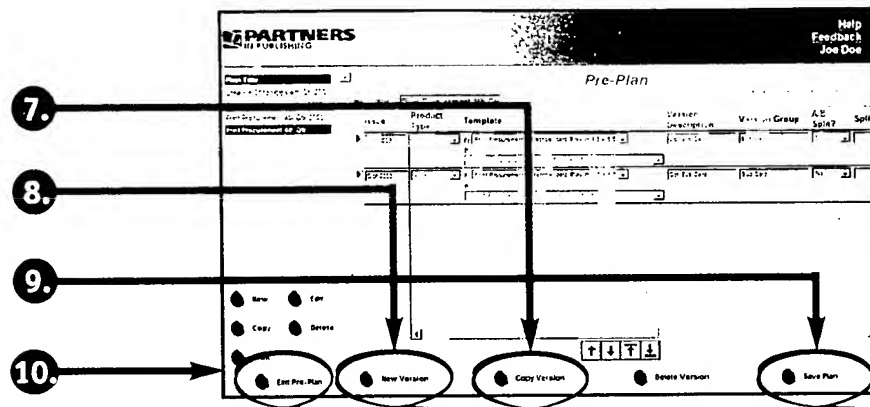
The screenshot shows the 'Pre-Plan' page with a table for version data. The table has columns: 'Issue', 'Product Type', 'Template', 'Version Description', 'Version Group', 'A/B Split?', and 'Split %'. A circled arrow labeled '6.' points to the first row of the table, which contains the text 'Issue' in the 'Issue' column. Below the table, there's a list of buttons: 'New', 'Edit', 'Copy', 'Delete', 'Print', 'Exit Pre-Plan', 'New Version', 'Copy Version', 'Delete Version', and 'Save Plan'.

6. Enter the version data beginning with *Issue* and working across the row using the tab key to move to the next field.

pre-plan

technical support 507.775.7506

Pre-Plan Page



7. Copy a previous row by clicking on the row and selecting the **Copy Version** button (the code field does not copy).
8. Continue either copying versions or entering new versions by selecting the **New Version** button until all versions have been entered.
9. Select the **Save Plan** button to close.
10. Select the **Exit Pre-Plan** button to return to the main menu.